



***FOOD SERVICE AND  
NUTRITION*** MAGAZINE  
**OFFICIAL MEDIA PLANNER**

[www.csnm.ca](http://www.csnm.ca)

FOR MORE INFORMATION, PLEASE CONTACT:

**Jason Currie**  
Publication Director  
Naylor Association Solutions  
(800) 665-2456 ext. 4430  
[jcurrie@naylor.com](mailto:jcurrie@naylor.com)

**NAYLOR**   
ASSOCIATION SOLUTIONS



# Canadian Society of Nutrition Management

## REACH CANADA'S GROWING NUTRITION MANAGEMENT INDUSTRY!

### Who We Are

The **Canadian Society of Nutrition Management (CSNM)** is Canada's only national, professional association for nutrition managers. Today's nutrition managers are challenged by the nutrition industry's emphasis on **cost control, quality assurance, accreditation, and safe food handling.**

The CSNM represents nearly **2 out of 3** nutrition managers across Canada, and our members can be found in every aspect of food service from food production facilities, long term care homes, and much more!



**Food Service & Nutrition** quarterly magazine

[www.naylornetwork.com/csn-nxt/](http://www.naylornetwork.com/csn-nxt/)

### Stand out with CSNM communications

**Food Service & Nutrition** print and digital quarterly magazine is distributed to **100%** of CSNM members, and to those directly involved in food production, service and nutrition across Canada. Our members also access our website, **CSNM.CA** regularly for up-to-date information! **Our readers both influence and make the purchasing decisions for:**

- Food service in hospitals
- Assisted living centres
- Schools
- Retirement homes
- Long term care homes
- Government departments
- Commercial catering operations
- Private practice
- Dietitian
- Public and community health



**CSNM.ca website advertising**

### Facts



**Food Service & Nutrition** quarterly magazine has a print circulation of over **5,000** copies, and a digital distribution of over **3,200 copies.**



CSNM Members source hundreds of millions dollars worth of products and services annually for their facilities and organizations.

## Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2x	3x	4x
Double Page Spread	\$ 2,709.50	\$ 2,519.50	\$ 2,299.50	\$ 2,029.50
Outside Back Cover	\$ 2,659.50	\$ 2,499.50	\$ 2,319.50	\$ 2,099.50
Inside Front or Inside Back Cover	\$ 2,499.50	\$ 2,339.50	\$ 2,159.50	\$ 1,939.50
Full Page	\$ 2,239.50	\$ 2,079.50	\$ 1,899.50	\$ 1,679.50
2/3 Page	\$ 2,029.50	\$ 1,829.50	\$ 1,729.50	\$ 1,519.50
1/2 Page Island	\$ 1,829.50	\$ 1,699.50	\$ 1,559.50	\$ 1,369.50
1/2 Page	\$ 1,719.50	\$ 1,599.50	\$ 1,459.50	\$ 1,289.50
1/3 Page	\$ 1,479.50	\$ 1,379.50	\$ 1,259.50	\$ 1,109.50
1/4 Page	\$ 1,159.50	\$ 1,079.50	\$ 989.50	\$ 869.50
1/8 Page	\$ 869.50	\$ 809.50	\$ 739.50	\$ 649.50

*Naylor charges a \$50 artwork surcharge for artwork creation or changes.*

*This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

## Digital Edition Branding Opportunities

**Sponsorship Max** | \$600

**Leaderboard** | \$500

**Skyscraper** | \$500

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)



**For information on becoming a Corporate Sponsor, please contact Dean Cox with CSNM at [dean.cox@csnm.ca](mailto:dean.cox@csnm.ca).**

**All Corporate Sponsors receive 5% off our advertising rates!**

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of July 2017)

## Digital Edition

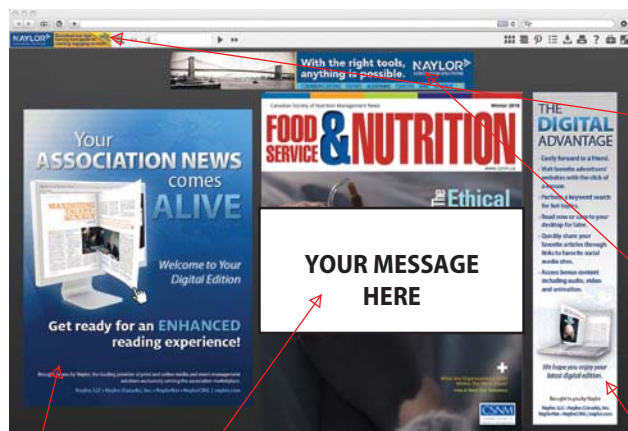
In addition to print, *Food Service & Nutrition* magazine is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the CSNM's website. An archive of issues is available, securing your ad a lasting online presence.*

### Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **Read the issue online or download and print for later**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**



## Ad Positions



### Digital Toolbar | Free with Sponsorship Max

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

### Digital Edition Leaderboard | \$500

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

### Digital Skyscraper | \$500

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Sponsorship Max | \$600

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max. ***This position also includes the Digital Toolbar!***

### Digital Edition Belly Band | \$750

The Bellyband is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition.

### Ad Link | Included in display ad rates

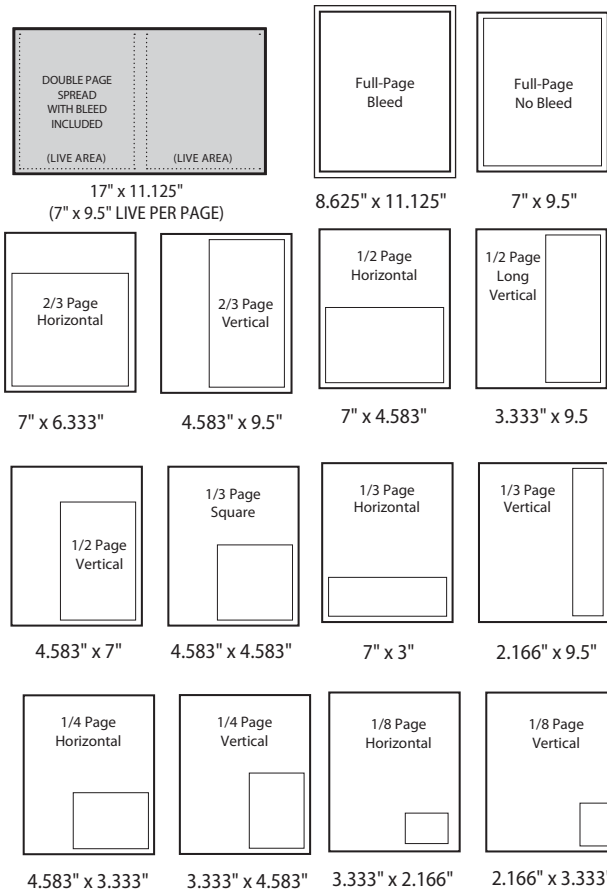
Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

**Online Specifications** - For more information, visit:  
[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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## Print Advertising Specifications

**Magazine Trim Size:** 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

## Specs for Outserts

### Magazine

1 Pg / 2 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

## Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

**Online Specifications** - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

## Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

## Proofs and Revisions

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## Advertising on the CSNM Website – [www.csnm.ca](http://www.csnm.ca)

Advertising on the CSNM website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [csnm.ca](http://csnm.ca) to learn about upcoming association events, discover ways to maximize their CSNM membership, view the latest issues of *Food Service & Nutrition Magazine* digital edition and much more! Advertising on [csnm.ca](http://csnm.ca) offers several cost-effective opportunities to position your company as a leader in front of an influential group of nutrition management professionals.

### Features of CSNM website advertising:

- Cross-promoted in other CSNM publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, [csnm.ca](http://csnm.ca) receives:

- 5,000 + visits per month
- 11,700+ page views per month

*\*Traffic numbers from 08/2017*



### Top Square | \$2,250

Stand out with this prominent position located at the top of the CSNM website. Your advertisement will run on all pages of the website with a maximum of 4 rotations. (200 x 200 pixels)

### Lower Square | \$1,750

Get noticed by members of CSNM with this prominent position located on the lower portion of [csnm.ca](http://csnm.ca). Your ad will run on all pages of the website with a maximum of 4 rotations. (200 x 200 pixels)

Online Specifications - For more information, visit: [www.naylor.com/online-specs](http://www.naylor.com/online-specs)

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